

Customer No.: 31561  
Docket No.: 14147-US-PA  
Application No.: 10/711,861

### **REMARKS**

#### **Present Status of the Application**

The Office Action rejected claims 1-8, 11, 15-17 under 35 U.S.C. 102(e) as being anticipated by Cambron (US Patent No. 20050012911). The Office Action also rejected claims 10 and 12-14 under 35 U.S.C. 103(a) as being unpatentable over Cambron in view of Lichtfuss (US Patent No. 20020175915). The Office Action further rejected claim 9 under 35 U.S.C. 103(a) as being unpatentable over Cambron in view of Tanner (US Patent No. 20020133520). Applicants respectfully traverse the rejections addressed to claims 1-17 for at least the reasons set forth below.

#### **Discussions of the Claim Rejections**

Regarding claim 1, Applicants respectfully traverse the rejection addressed to claim 1 for at least the reasons set forth below.

Claim 1 is a method of customizing the startup logo of a projector. A user may connect the projector to an external device, and then an image file is transmitted from the external device into the projector to replace the startup logo of the projector.

In claim 1, the projector receives an image file from the external device to replace its startup logo. The projector does not generate the startup logo by itself. In contrast, paragraphs [0038-0039] of Cambron recite that the identification image is generated by the controller 322 of the projector according to the identification information input by the user. In Cambron, the identification image is not received directly from an external device, but is generated by the projector itself.

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Paragraphs [0038-0039] of Cambron recite that the identification image is displayed over the content image according to adjustable appearance characteristics, such as color, color saturation, size, location, and degree of transparency. In contrast, the startup logo in claim 1 is displayed alone and as a whole. There is no overlapping of two images in claim 1.

The identification image in Cambron is not analogous to the startup logo in claim 1. According to Fig. 3 of the specification, the startup logo in claim 1 is displayed when the projector is initially started. The startup logo of claim 1 is displayed before the projector displays any content image. On the other hand, Cambron neither teaches nor suggests displaying anything when the projector is initially started.

The external device in claim 1 provides an image file to the projector as the new startup logo. On the other hand, as recited in paragraph [0027] of Cambron, the external device (for example, a personal computer) in Cambron serves to provide access control related to the identification image. The external device in Cambron does not provide any image file.

In view of the above differences, claim 1 is patently distinguishable from Cambron. Claim 1 is not anticipated by Cambron and is patentable.

Each of claims 2-17 depends on claim 1 and is also patently distinguishable from Cambron. Therefore the rejections addressed to claims 2-17 are moot. Claims 2-17 are patentable.

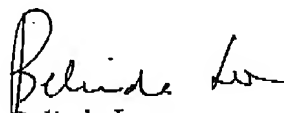
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### CONCLUSION

For at least the foregoing reasons, it is believed that all the pending claims 1-17 of the present application patently define over the prior art and are in proper condition for allowance. If the Examiner believes that a telephone conference would expedite the examination of the above-identified patent application, the Examiner is invited to call the undersigned.

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Respectfully submitted,

  
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